



annual  
report  
2018

Whoever they are. Wherever they live. Whatever it takes.

## We put children first.

Saving their lives.

Building their futures. Promoting their rights.

We pledge to be:

Efficient. Effective. Innovative. Accountable.

And we work:

On the ground.

Beside partners.

With governments.

Thanks to donors.

That's why we're UNITED for UNICEF.



FY18

WELCOME

A young girl with dark, curly hair and a red t-shirt with a leopard print pattern is the central focus, looking directly at the camera with a neutral expression. The background is a large, crowded outdoor setting, possibly a camp or a public gathering, with many people, including children, sitting on the ground. The lighting is bright, suggesting daylight. The text is overlaid on the right side of the image in a white, sans-serif font.

Children need to be defined by their age, not their borders. Regardless of immigration status, children are children first.

**Caryl M. Stern, President  
& CEO of UNICEF USA**



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FY18  
WELCOME



## LEADERSHIP LETTER

Last August, we traveled together to Bangladesh to mark the first anniversary of the Rohingya refugee crisis. Our UNICEF colleagues are working in extreme conditions in camps located along the Bangladesh/Myanmar border, providing relief for more than one million people. It was remarkable and inspiring to witness UNICEF delivering health care, nutrition, schooling, safe water and social protections to hundreds of thousands of children and mothers in these camps.

Today, children forced from their homes and on the move constitute a global migration crisis. Nearly 50 million children are now refugees, internally displaced or migrants, mired in the politics of adults. Many of these children are living in camps for displaced people or on the road.

UNICEF is the global leader in providing these children an opportunity for a childhood. UNICEF’s work has helped reduce the number of children under the age of five who die from preventable causes by 57% between 1990 and 2018.

The challenges and obstacles are many. In 2017, UNICEF responded to 337 emergencies caused by natural and manmade disasters. 2017 disbursements totaled approximately \$5.5 billion. The logistical complexities of delivering help to some of the most remote, dangerous and inhospitable places on earth are unimaginable—which only further highlights UNICEF’s critical presence and unique contribution.

In fiscal 2018, UNICEF USA’s total revenue was more than \$597 million, a record-setting achievement. UNICEF USA has now raised a total of \$7.7 billion in donations and gifts-in-kind since our founding in 1947.



In addition to raising funds to support UNICEF’s operations directly, UNICEF USA has also built a dynamic and broad-based advocacy movement. Our advocacy activities incorporate a wide spectrum of participants and objectives, from our Kid Power programs directed at teaching schoolchildren about fitness and global citizenship to our annual National Advocacy Day in Washington, D.C., where we directly lobby both chambers of Congress.

Advocacy was instrumental in securing \$132.5 million unrestricted dollars that flow directly from the U.S. government to UNICEF. Also in 2018, the U.S. government contributed over \$480 million directly to UNICEF in emergency relief.

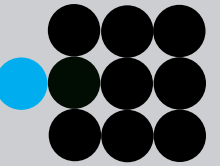
UNICEF USA continues to grow our base of supporters—more than 500,000 individual donors; more than 10,000 corporations, foundations and NGOs; and more than 800 campus clubs at high schools and colleges around the country. Your support—financial and advocacy—is essential and greatly appreciated.

UNICEF’s work does not just take place overseas. It also lives right here at home with you—in your communities, in your advocacy and in your hearts.

Thank you for putting Children First.

Peter Lamm  
CHAIR

Caryl M. Stern  
PRESIDENT & CEO



WORKING IN 190 COUNTRIES AND  
TERRITORIES—AND IN SOME  
OF THE WORLD'S TOUGHEST  
PLACES—UNICEF HAS HELPED  
SAVE MORE CHILDREN'S  
LIVES THAN ANY OTHER  
HUMANITARIAN ORGANIZATION.

As we reflect on UNICEF's achievements  
during Fiscal Year 2018, including—

child survival  
early childhood development  
refugee and migrant children  
protecting children from violence  
and children in emergencies

—we invite you to learn more  
about how UNICEF changed the lives  
of **five children** whose stories appear  
in the following pages.

# Unite to Save Children's Lives

"Without the doctors and UNICEF, I would have lost my baby. My heart is full of joy."

## CHILD SURVIVAL

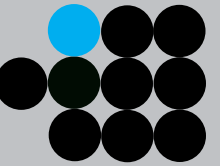
### A CALL-TO-ACTION

In 2017, 5.4 million children died before the age of 5—and nearly half died within a month of birth—a global tragedy.

That's why we must unite to support UNICEF's global agenda for child survival and demand that governments:

- + Build and maintain functional, community-based health facilities
- + Train effective healthcare workers for all mothers and newborns
- + Provide lifesaving drugs and equipment (such as antibiotics, vaccines, blankets and oxygen)
- + Empower girls and women (via health education, cash transfers and family leave)

## #EveryChildAlive



### 2017 Achievements

- UNICEF helped make 24/7 emergency obstetric and newborn care available in 50 countries.
- UNICEF purchased 2.4 billion vaccines for children in more than 100 countries, reaching nearly half the world's children under age 5.
- UNICEF and partners treated 4 million severely malnourished children.
- Since 2015, UNICEF has trained over 240,000 community health workers, helping millions of families gain access to quality healthcare.



## Tolgonay's Story

"My daughter, Tolgonay ... was born one month early. What if I lost her like my first baby?" worried her mother, Uyalkan. Even worse, Tolgonay was born with asphyxia, a condition in which a baby doesn't get enough oxygen. Fortunately, due to UNICEF-trained obstetrician Dr. Baktygul Pakirova, midwife Zhypar Sattarova and UNICEF health and nutrition staff, Tolgonay is now a thriving 1-year-old.

Today, Tolgonay lives with her family in a yurt in the Kyrgyz Republic. They herd cows and sheep in the mountains, where temperatures sometimes plunge to 40 degrees below zero. Mothers, confronting risky deliveries, must often travel to far-off hospitals. For Uyalkan, the closest was more than 186 miles away—a five-hour drive over rural roads. That's one reason why newborn death rates in this Central Asian country are nearly three times that of the United States.

So Dr. Pakirova and Sattarova handled Tolgonay's birth themselves—at a UNICEF-supported maternity unit nearby. As Dr. Pakirova explains: "Today, conditions are really good here, thanks to UNICEF. They trained us. They installed plumbing for safe water. They offered us electric heaters. They gave us modern windows to keep out the cold. If you'd come here seven years ago, you would have seen many newborns dying."

Dr. Pakirova and Sattarova used their lifesaving UNICEF training during Tolgonay's first critical moments. UNICEF also provided a tiny breathing mask, an incubator and a warming mattress. Once home, Tolgonay benefited from UNICEF's postnatal health monitoring, and parenting and nutrition counseling.

Uyalkan says: "Without the doctors and UNICEF, I'd have lost my baby. My heart is full of joy. I hope one day Tolgonay will become a journalist and do great things." ●

# RECORD VACCINATION COVERAGE

The World Health Organization (WHO) and UNICEF report that a record 123 million children were vaccinated globally in 2017. UNICEF—which immunized nearly half the world’s children in 2017 and provided 2.4 billion vaccine doses for them in more than 100 countries—played a big role in this success.

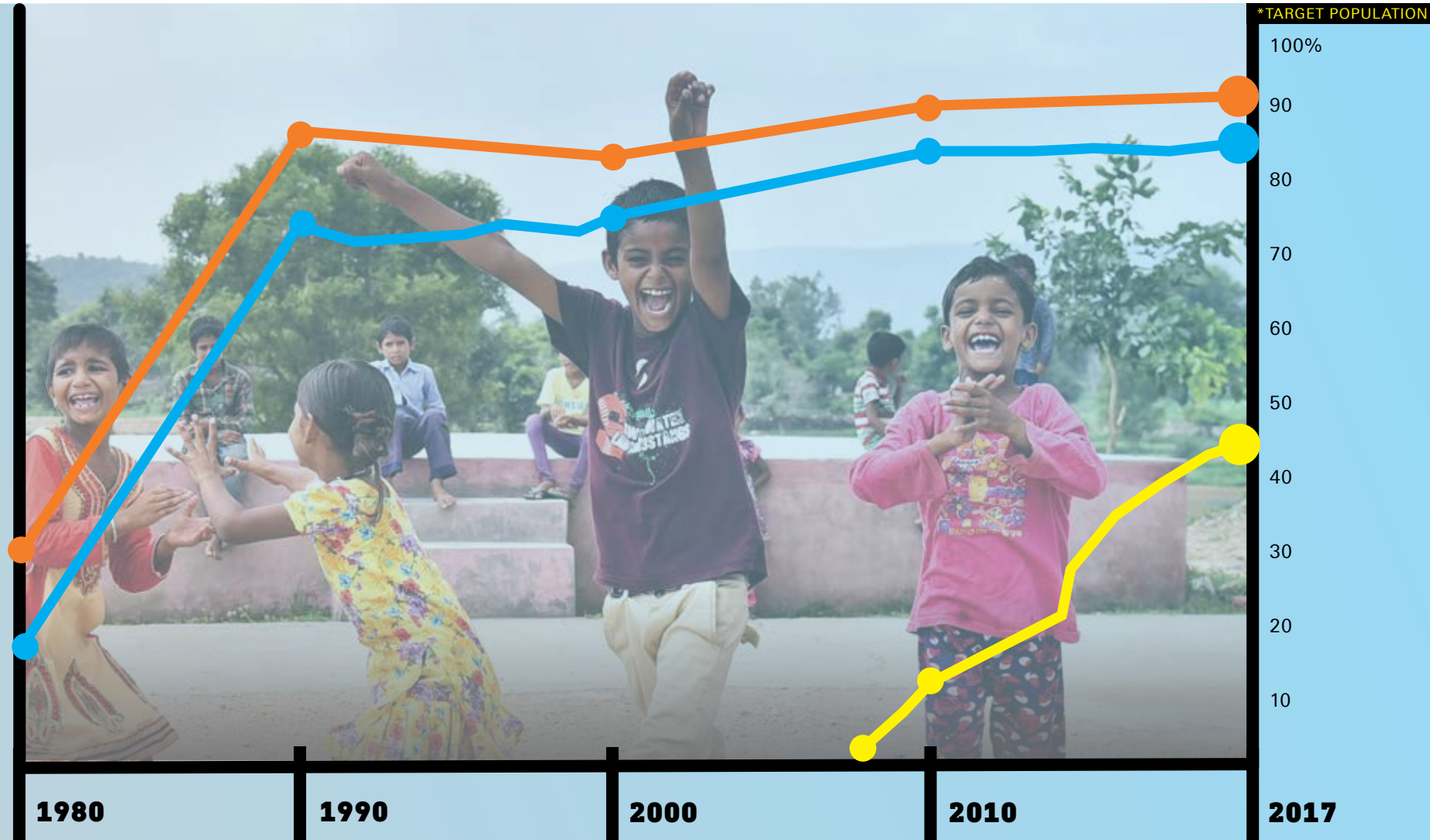
But, despite these lifesaving achievements, we must do more. For example, to reach all the world’s children with vaccines, each year we must immunize an estimated 20 million more children for diphtheria/tetanus/whooping cough (DPT), 45 million more for measles and 76 million more for pneumonia. Together with governments and partners, WHO and UNICEF seek to expand access to immunization and:

- focus immunization campaigns on the most at-risk children and families
- strengthen the quality, availability and use of vaccine coverage data
- work in even more depth with partners at the regional and local levels

**DIPHTHERIA / TETANUS / WHOOPING COUGH**  
(first dose)

**MEASLES**  
(first dose)

**PNEUMONIA**  
\*\*  
(third dose)



\* FIGURES REPRESENT PERCENTAGE OF TARGET POPULATION COVERED, INCLUDING MOTHERS AND CHILDREN.

\*\* THE PNEUMONIA VACCINE WAS INTRODUCED IN 2008.





# Unite to Protect Children

“Now, I’m back to school and happy. What I dream of in the future is ... maybe to have a little shop so I can support my family.”

## CHILD PROTECTION

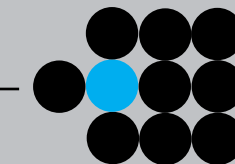
### A CALL-TO-ACTION

Every five minutes, worldwide, a child dies from violence.

That’s why we must unite to support UNICEF’s global agenda to keep children safe and demand that all governments:

- + Adopt national action plans to end violence against children
- + Change adult behavior and reduce violence against children within families and communities
- + Focus national policies on safeguarding children including preventing violence in schools and military recruitment of children
- + Train social workers to support children who experience violence
- + Empower children, parents, teachers and others to recognize and safely report violence in all its forms

## #ENDviolence



### 2017 Achievements

- UNICEF helped prevent and respond to gender-based violence against 3.6 million children during emergencies.
- UNICEF-supported interventions reached 7.6 million children, from ages 5 to 17, involved in child labor.
- Nearly 870,000 girls and women, affected by female genital mutilation, benefited from UNICEF-supported health, education, welfare and legal services.
- UNICEF promoted the release and reintegration of 12,000 children from armed groups in 16 countries.



## Gertrude’s Story

Confronting severe poverty, political instability and protracted communal conflict, 1.3 million children in the Central African Republic were in need of humanitarian assistance in 2018. Lack of adequate nutrition, safe water, health care and schooling all threaten children’s lives and futures. Nearly one in four families has already fled home or sought refuge in neighboring countries.

Rival militias have also increased their recruitment and use of children—by 50 percent between 2016 and 2017. That’s how Gertrude found herself in a very dangerous situation.

“I missed two years of school because the rebels attacked our village, and we fled to the bush,” says Gertrude. “While looking for food, my father and my cousin were killed by rebels, and it made me very angry. So, I joined the anti-rebel group. I was 12 at the time. I used to cook for them.”

With the help of UNICEF and partners, Gertrude eventually left the militia and returned to school and civilian life. Last fall, at age 15, she started her final year of primary school. UNICEF has also helped support the country’s Ministry of Education in organizing catch-up classes and end-of-year exams for the more than 170,000 children—deprived of education in conflict zones—at approximately 565 schools.

Despite some serious challenges, things are looking up for Gertrude. “Now, I’m back to school and happy. But life is still very difficult because we’re eight children at home, with my father dead and my mother disabled. What I dream of in the future is ... maybe to have a little shop so I can support my family.” ●

*Note: Gertrude’s name has been changed and her identity hidden to protect her privacy and safety.*

**UNICEF**  
helped save the lives of

**1222**

million children between  
1990 and 2016.



**IN 2017,  
UNICEF  
HELPED  
REACH OR  
PROVIDE:**

**45 million people**

WITH SAFE  
WATER



**12.5 million children**

WITH SCHOOL SUPPLIES IN  
NEARLY 250,000 CLASSROOMS



**4 million**

SEVERELY  
MALNOURISHED  
CHILDREN

**2.4 billion  
doses of vaccines**

FOR CHILDREN IN MORE  
THAN 100 COUNTRIES



**22 million**

PEOPLE WITH  
IMPROVED  
SANITATION



# Unite to Nurture Children

“I am a father of a child with autism. My love for Abdul is the main recipe that has helped me develop his skills.”

## EAT, PLAY, LOVE A CALL-TO-ACTION

Globally, inadequate nutrition and health care have stunted 155 million children under age 5, and 15.5 million 3- and 4-year-olds don't get to read or play with adults.

That's why we must unite to support UNICEF's global agenda to enrich every child's earliest years and demand that governments:

- ✦ Educate parents and governments on how to give children the best start in life
- ✦ Expand pre-primary education, nutrition programs and parenting training and integrate them into child protection, healthcare, and water, sanitation and hygiene initiatives
- ✦ Enact family-friendly policies, including paid parental leave and workplace childcare

## Abdul's Story

“The differences between children who have a strong start and those who do not are established early, widen quickly and become harder to bridge as time progresses,” explains Dr. Linda M. Richter, a child development expert. In fact, babies' brains form up to 1,000 new connections per second in their first 1,000 days—a pace never repeated again.

That's how investing in early childhood changes lives—and builds futures. It keeps children well nourished and stimulated. It helps them develop their minds, start school well prepared, and enjoy better health and higher incomes as adults. It also benefits communities and nations, ensuring a more skilled and productive workforce.

In Jordan, UNICEF has put these insights into practice. In fact, we are working to ensure that every child in this country has access to affordable, quality early childhood services by 2020.

Since 2007, UNICEF has trained more than 200,000 parents and caregivers in Jordan—and nearly 16,000 providers from the health care, education and social service sectors—on nurturing care principles. As a result, 400,000 children have experienced more nurturing home environments.

With a special emphasis on fathers, UNICEF's parenting program has made a world of difference for 4-year-old Abdul, who has special developmental needs, and for his father Mustafa.

“I am a father of a child with autism,” Mustafa explains. “My love for Abdul is the main recipe that has helped me develop his skills.” As Mustafa makes clear, a father's support during early childhood is crucial. By providing love and protection, playing with them, and supporting their nutrition—a father can help his children learn better, socialize more successfully and become healthier, happier human beings. ●

#EarlyMomentsMatter

## 2017 Achievements

- In South Africa, UNICEF's cellphone-accessible “Internet of Good Things” reached 1 million parents and caregivers with key information about early child development and well-being.
- UNICEF helped improve the quality and reach of social service workers in 78 countries.
- With UNICEF's support, a record 4 million children worldwide were treated for severe acute malnutrition.
- UNICEF and partners reached 8.8 million children with formal and nonformal education.





UNICEF  
helps

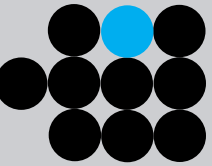
governments  
in 157 countries  
provide critical  
social inclusion  
programs for the  
most vulnerable  
children.



# Unite for Children Forced

# from Home

#ChildrenUprooted



## CHILDREN UPROOTED

### A CALL-TO-ACTION

Worldwide, 50 million children—escaping war, climate change, persecution and poverty—were leading uprooted lives in 2017.

That's why we must unite to support UNICEF's global agenda for refugee and migrant children and demand that governments:

- + Address the conditions that force children from home
- + Help uprooted children stay healthy and in school
- + Keep families together and give children legal status
- + Stop detaining refugee and migrant children and find practical alternatives
- + Combat xenophobia and discrimination
- + Protect uprooted children from exploitation and violence



"I want to thank the organization that helped us find my sister and get back to her."

## Deng's Story

"I'll be happy to see my sister, Achuei, again. It's been a very, very long time," says 14-year-old Deng, before taking a flight to Juba, the capital of South Sudan. That's where his older sister, now 24, lives.

Orphaned by war and forced from home, Deng—and his other sister, 16-year-old Mami—were 322 miles away, in a refugee camp. Neither had seen Achuei since 2011, when she left their native city for school. For many years, Deng and Mami didn't even know if Achuei was still alive.

Of course, Deng's story is Achuei's and Mami's, too. After reuniting with her brother and sister, Achuei says, "I've been waiting for Deng and Mami for a long time. I'll do everything to make them happy." Mami feels good, too, and reveals her hopes for the future, "I want to keep up with school and become a doctor to help the people of South Sudan."

Thousands of families like Deng's have been ripped apart by decades of conflict across South Sudan. Children separated from parents or adult siblings face exploitation, discrimination, violence, trafficking and abuse. They also lose a fundamental right: To grow up with their own families.

Fortunately, UNICEF and partners have been working hard to help separated children like Deng and Mami in South Sudan. Since 2013, they have reunited 5,700 children with their families. UNICEF also helps provide psychosocial support so these children can deal with trauma and the challenges of a new life.

Grateful for the chance to live together again as a family, meet his 4-year-old niece, Achol, for the first time, and return to school, Deng adds, "I want to thank the organization that helped us find my sister and get back to her." ●

## 2017 Achievements

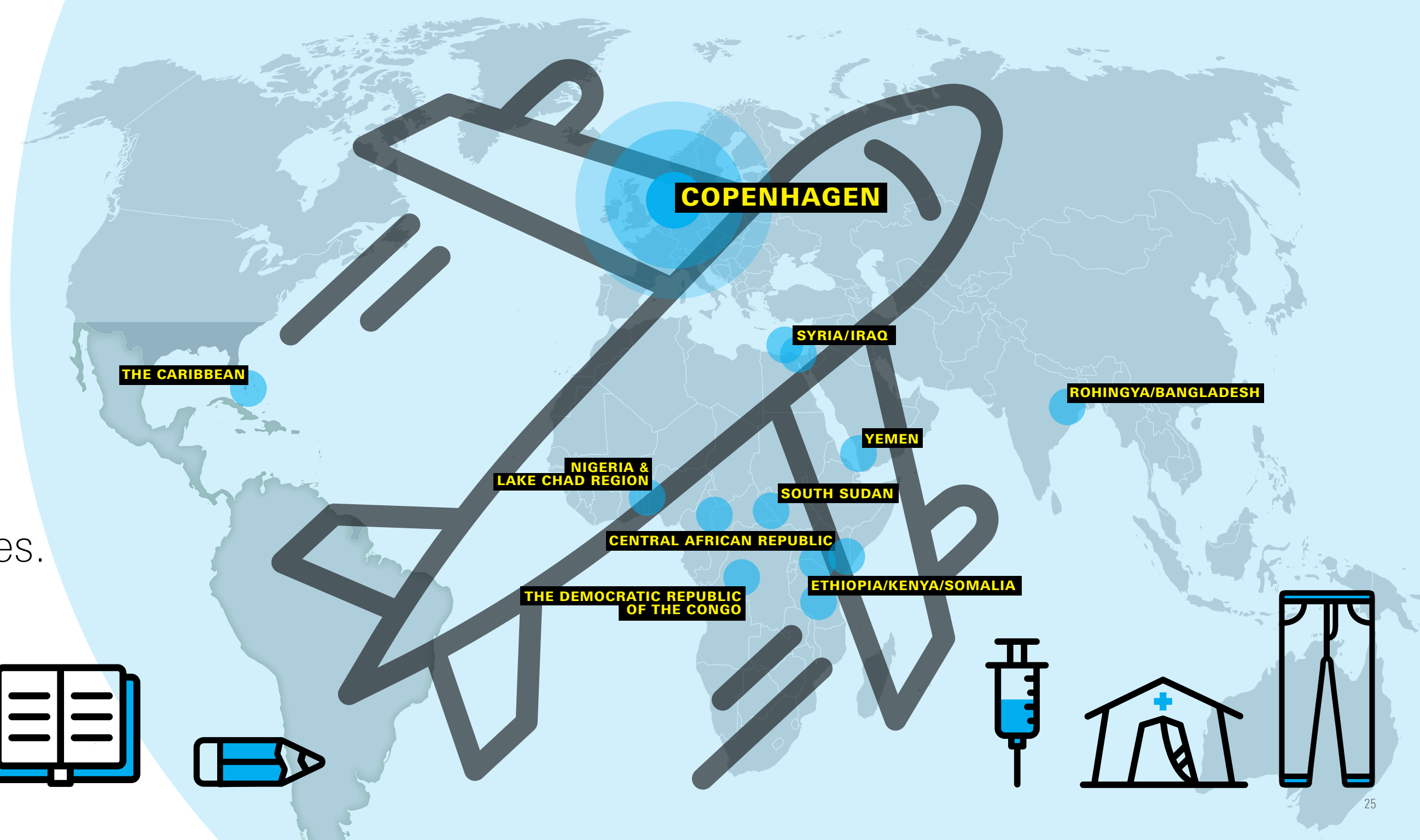
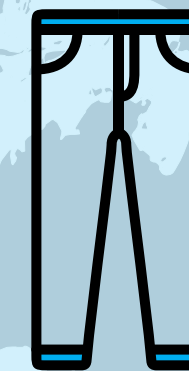
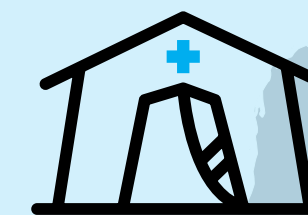
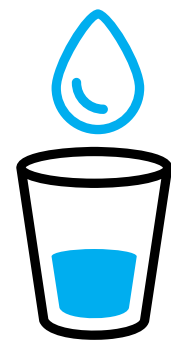
- UNICEF helped at least 78 countries support uprooted children through child protection, health and nutrition, education, social inclusion and safe water.
- UNICEF provided care to 36,000 children separated from their parents, and reunited nearly 19,000 children with their families.
- UNICEF helped register 141,000 uprooted children in 40 countries.
- Via digital advocacy and its World Children's Day campaign in 161 countries, UNICEF mobilized 5.4 million supporters to endorse UNICEF's global agenda for migrant and refugee children.



UNICEF's emergency supply warehouse in Copenhagen is the largest in the world.

That's why UNICEF can ship lifesaving aid almost anywhere in the world in 48 hours.

In 2017, UNICEF responded to 337 emergencies in 102 countries.



# Unite for Children in Emergencies

## CHILDREN AT RISK

### A CALL-TO-ACTION

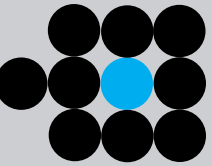
Natural disasters and conflict threaten one in every four children in the world today.

That's why we must unite to support UNICEF's global agenda for children in emergencies and help:

- + Meet funding needs (estimated at \$3.6 billion for 48 million children in 51 countries in 2018)
- + Provide flexible, unrestricted funds so UNICEF can respond quickly wherever need is greatest
- + Improve emergency preparedness through planning, training and pre-positioned supplies
- + Ensure that disaster response promotes long-term change, including stronger health systems and child protection initiatives

"If the children can't come here, they'd have nowhere to go, and another storm could come."

## #ForEveryChild



### 2017 Achievements

- UNICEF treated 3 million severely malnourished children during humanitarian emergencies.
- UNICEF provided over 15 million women and children with access to health care in emergencies.
- UNICEF delivered safe water to nearly 33 million people during emergencies.
- UNICEF provided psychosocial support to 3.5 million children suffering from emotional trauma in emergencies.
- Despite conflict and crisis, UNICEF helped 8.8 million children continue their education.



## Bella's Story

A smiling girl paused for a moment inside the National Technical Training Centre in St. John's, the capital of the Caribbean island of Antigua. The center housed 130 people from the neighboring island of Barbuda, whose homes were destroyed by Hurricane Irma on September 6, 2017.

"My name is Bella," the girl explained. "I'm six years old. I'm security, and I'm taking out the garbage. I'm a volunteer. Helping people." She also sorted and folded donated clothes, cleaned communal areas and helped distribute food and supplies.

Bella was one of many Antiguans who generously welcomed the nearly 2,000 residents of Barbuda who had to evacuate their island. With over 90 percent of Barbuda's buildings destroyed, many Barbudans had to remain on Antigua for up to a year before they could go home.

Hurricane Irma, the most powerful hurricane ever recorded over the Atlantic, followed by Hurricane Maria, affected more than 1.4 million people—more than a quarter of them children—in Cuba, Haiti and the Eastern Caribbean. And these two storms were just a few of the 337 emergencies in 102 countries—involving conflict and natural disasters—which UNICEF responded to in 2017.

UNICEF's emergency assistance includes shelter, nutrition, safe water and health care. Since restoring a sense of normalcy for children is key to minimizing the toxic effects of trauma, UNICEF also sets up child-friendly centers for psychosocial support and provides interim schooling.

In her own small but powerful way, Bella has made a difference, too. "I wanted to volunteer with my grandma," Bella says. "If the children can't come here, they'd have nowhere to go, and another storm could come." ●



We owe our children—the most vulnerable citizens in any society—a life free from violence and fear.

**Nelson Mandela**

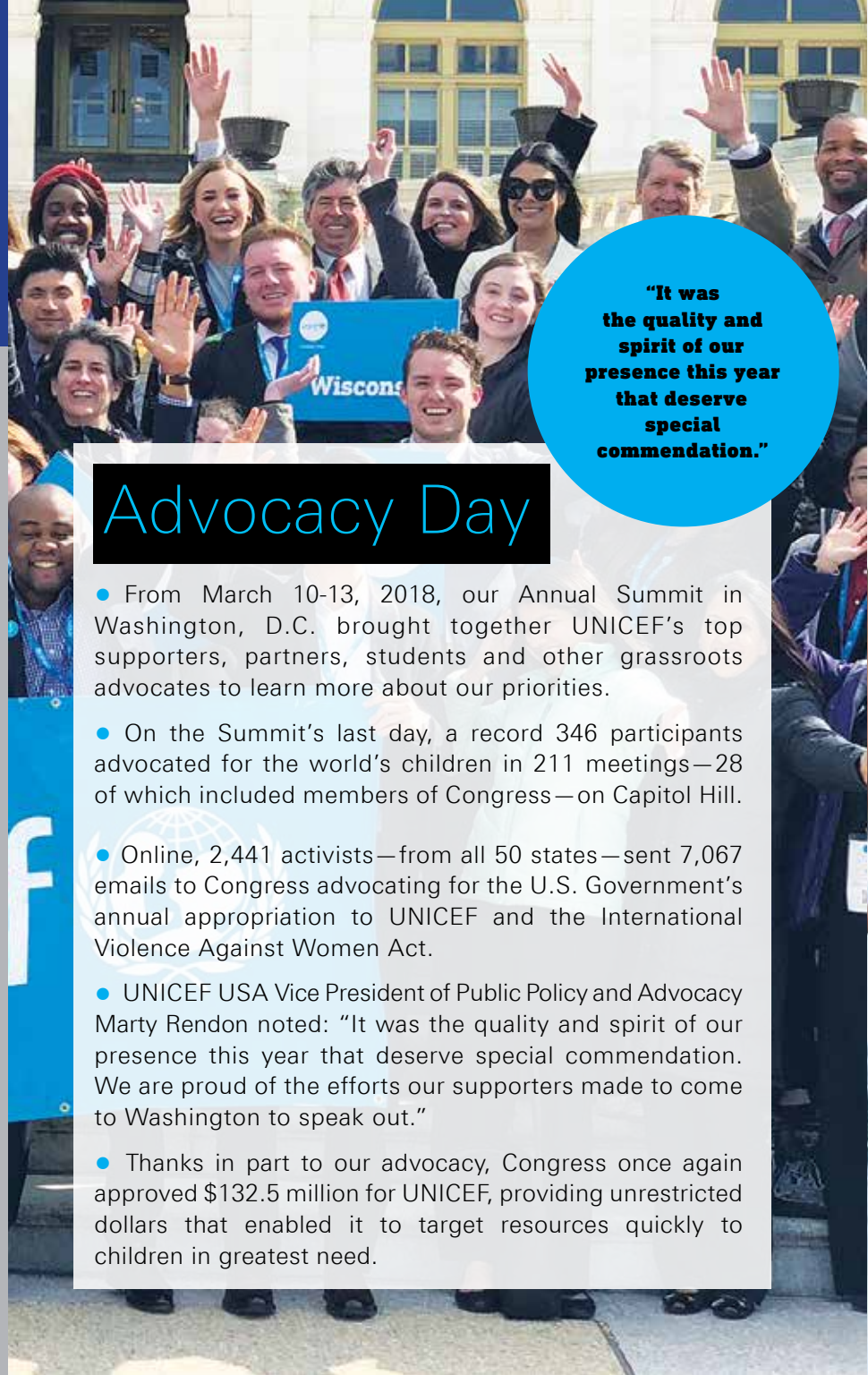


# Unite to Put Children First



In September 2018, UNICEF USA launched UNICEF UNITE, a new grassroots initiative to inspire Americans to advocate for children, at home and abroad. On page 34, learn how you can join us and take action for children's rights.

Of course, since our founding in 1947, UNICEF USA and our supporters have a long history as champions for children. Here are some highlights of our advocacy and work within the United States during Fiscal Year 2018.



**"It was the quality and spirit of our presence this year that deserve special commendation."**

## Advocacy Day

- From March 10-13, 2018, our Annual Summit in Washington, D.C. brought together UNICEF's top supporters, partners, students and other grassroots advocates to learn more about our priorities.
- On the Summit's last day, a record 346 participants advocated for the world's children in 211 meetings—28 of which included members of Congress—on Capitol Hill.
- Online, 2,441 activists—from all 50 states—sent 7,067 emails to Congress advocating for the U.S. Government's annual appropriation to UNICEF and the International Violence Against Women Act.
- UNICEF USA Vice President of Public Policy and Advocacy Marty Rendon noted: "It was the quality and spirit of our presence this year that deserve special commendation. We are proud of the efforts our supporters made to come to Washington to speak out."
- Thanks in part to our advocacy, Congress once again approved \$132.5 million for UNICEF, providing unrestricted dollars that enabled it to target resources quickly to children in greatest need.

#UNICEFUnite

## Migrant and Refugee Children in the U.S.

During Fiscal Year 2018, UNICEF USA increased its advocacy for child migrants and refugees from Latin America facing threats from changing U.S. policies. Throughout this region, approximately 7 million children are migrants or refugees fleeing violence and life-threatening conditions at home.

UNICEF USA called for support for "Dreamers," urged an immediate end to the policy of separating migrant and refugee children from their families, and raised our voice against detaining children indefinitely. These practices violate their rights, and the resulting trauma can harm their health and development. We also encouraged our supporters to advocate for the "Keep Families Together Act" and enshrine protections for uprooted children in U.S. law.

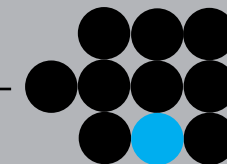
As President & CEO of UNICEF USA Caryl Stern said: "Every child I've met, on both sides of our border, and around the globe, only wants to be safe and protected with hopes for a bright future."

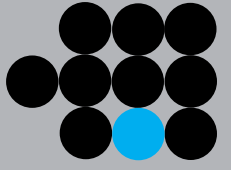
UNICEF has worked for many years in Central America to strengthen child protection and address the root causes of migration. Yet parents and children, desperate to find safety, continue to seek asylum in the U.S.

In response—with UNICEF and other U.S. NGOs—we have taken steps beyond advocacy to support uprooted children in the U.S. These include: alternatives to detention; safe sponsorship and foster care for unaccompanied or separated children; expanded legal assistance during immigration proceedings; and promoting greater public understanding of uprooted children's needs and rights. ●

*Learn more about UNICEF's global advocacy agenda for children forced from home on page 22.*

**"Every child... on both sides of our border, and around the globe, only wants to be safe and protected with hopes for a bright future."**





# Hurricanes Harvey & Maria

During Fiscal Year 2018, invited by state and local authorities, UNICEF USA helped provide emergency assistance after two catastrophic hurricanes—Harvey in Houston, Texas and Maria in Puerto Rico. These storms affected millions of children and families. In Puerto Rico, Maria was responsible for an estimated 3,000 deaths or more. This was our first domestic emergency response since Hurricane Katrina in 2005.

Thanks to partners and donors, we provided relief including family dignity and hygiene kits and safe water supplies in Puerto Rico, and teacher training in Houston schools on how to support children suffering from trauma.

As our Senior Advisor, Child Migration, Child Protection, Global Programs Lisa Szarkowski explains: “Though largely invisible, trauma is as destructive as the floodwater; it can freeze a child’s brain and keep him/her locked in survival mode for life, stunting brain growth in key areas of functioning.”

Our support for innovative post-trauma services in Houston paid dividends in Puerto Rico, too. Our Director of Humanitarian Response Edison Sabala noted: “We supported schools and nonprofit, child-centered partners to help provide psycho-social and emotional support for the most vulnerable children, who continue to cope with loss in the aftermath of the storm.”

With partners, we also helped provide nutrition, improve health care and foster recovery in Puerto Rico. After a recent progress assessment in Puerto Rico, Sabala added: “Puerto Rico’s journey to full recovery is long, but I have been inspired that UNICEF USA’s work on the island and the determination of our partners are helping to build stronger, more resilient communities.” ●

### Impact Highlights

- **UNICEF USA and partners supported training of 2,745 staff in 53 Houston schools, reaching almost 38,267 students.**
- **Ninety-eight percent of trained facilitators in Houston demonstrated proficiency in trauma support, and 80 percent gave high ratings to their understanding of trauma and how to help affected children.**
- **With local partners in Puerto Rico, we supported eight revamped community kitchens that have served more than 40,000 meals to more than 1,700 children so far.**
- **With partners in New York State and Puerto Rico — 427 college student volunteers (contributing a total of 41,000 hours) and 31 volunteer staff worked side by side with local construction workers to help rebuild 178 homes.**



**“UNICEF USA’s work on the island and the determination of our partners are helping to build stronger, more resilient communities.”**



The two images above are examples of shareables that can be found and downloaded on [thesocialpresskit.com/unicefusa](https://thesocialpresskit.com/unicefusa).

**“#HerToo is about... UNICEF’s work — work we all must undertake — to end discrimination and violence against girls and women...”**

## #HerToo Campaign

- In the fall of 2017—coinciding with #MeToo and a UNICEF report on violence against children—UNICEF USA launched a social media campaign called #HerToo.
- We sought to empower millions of girls and women who survived violence and discrimination, but weren’t able to share their stories.
- #HerToo garnered major media coverage, including The Guardian, Salon.com and Glamour.
- We leveraged major influencers, including #MeToo leaders Tarana Burke and Alyssa Milano, who wrote a joint Guardian op-ed: “#HerToo is about ... UNICEF’s work—work we all must undertake—to end discrimination and violence against girls and women—and against all children suffering violence and harassment—worldwide.”
- As of April 2018, #HerToo earned 62,700 mentions, 193,100 engagements and 4.6 million social media impressions.
- Traditional and digital media coverage generated more than 86.6 million impressions.
- Our supporters sent approximately 76,000 letters to U.S. Senators in support of the Stop Enabling Sex Traffickers Act of 2017, which became law in April 2018.



**VISIT**  
**UNICEFUSA.ORG/UNITE**

# take action!



## LEARN, SPEAK OUT

- + Join briefings, webinars, trainings and events with UNICEF experts.
- + Share UNICEF's message.

## BUILD COMMUNITY

- + Grow the movement across America to fight for children's rights.

## ADVOCATE

- + Urge the government to put children first in funding and policy.
- + Get legislative alerts.

## FUNDRAISE

- + Join a local UNICEF fundraiser—or start your own!
- + Learn how to launch online fundraisers.



**ATLANTA** Awardees Dikembe Mutombo (UNICEF USA Board of Directors) and Rose Mutombo attend the Southeast Region's 4th annual UNICEF Gala on April 12, 2018.

**BOSTON** K.I.N.D. Scholarship recipient Joyce Chisale and awardee Lawrence O'Donnell (K.I.N.D. founder) stand together at the New England Region's 14th annual UNICEF Gala on May 23, 2018.

**CHICAGO** Event Co-Chairs Kim Cornell and Sheilah Burnham (Midwest Board Member) attend the Midwest Region's 11th annual UNICEF Gala on April 28, 2018.

**DALLAS** Awardees Rob and Sheryl Lowe stand together at the Great Plains (Texas) Region's 1st annual UNICEF Gala on February 3, 2018.

**GOLF CLASSIC** Former Super Bowl Champions Billy Ard, Howard Cross and Mark Bavaro smile for the camera—along with UNICEF Golf Classic Committee member Michael Sasso—after the New York Region's annual Golf Classic on September 18, 2017 in West Nyack, New York.

**HOUSTON** Margaret Alkek Williams (Honorary Chair, Southwest Regional Board and UNICEF Gala Award namesake) and Susan Boggio (Chair, Southwest Regional Board) pose before the "step and repeat" at the Southwest Region's 5th annual UNICEF Gala on May 4, 2018.

**LOS ANGELES** Founding event Chair Ghada Irani (UNICEF USA Board of Directors) and Bana al-Abed attend the Southern California Region's 7th biennial UNICEF Ball on April 14, 2018.

**NEW YORK** Jake Gyllenhaal, UNICEF USA President and CEO Caryl M. Stern, and honoree Lucy Meyer (UNICEF USA Spokesperson for Children with Disabilities) share a moment during the 13th annual Snowflake Ball on November 28, 2017.

**SAN FRANCISCO** Honoree Ishmael Beah (UNICEF Goodwill Ambassador) speaks onstage at the Northwest Region's inaugural UNICEF Gala on October 7, 2017.



Each year across the nation



**UNICEF USA offers unforgettable special events to engage supporters and raise funds for UNICEF's lifesaving work for children.**

# FINANCIAL REPORT

The question is not whether we can afford to invest in every child; it is whether we can afford not to.

**Marian Wright Edelman**

UNICEF USA is committed to the principles of the Sarbanes-Oxley Act, as it applies to not-for-profit corporations, and to using strong internal controls and reporting methods that emphasize documentation, implementation and testing. As a result, we have maintained the highest level of ethical, business and financial practices, enabling UNICEF USA to remain financially sound and sustainable.

The financial summary on pages 40-41 highlights our financial statements, all of which KPMG LLP have audited. A complete set of our financial statements, including the related notes with auditor's unqualified opinion, is available upon request as well as on our website.

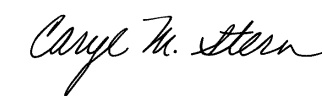
At the direction of the Audit Committee, UNICEF USA's management has continued to enhance a robust internal audit plan that emphasizes compliance, accountability, data security and reliability in order to help counter any risks that could impact the internal control systems of the organization. The scope of our internal audit testing, approved by the Audit Committee, included testing of controls at our national headquarters involving our grant-making and approval process,

major donor agreements, major vendor contracts, and whistleblower and conflict-of-interest policies, as well as a review at the regional offices, and all were found to be reliable and effective. We are also in compliance with Federal Form 990 requirements and comply with 403(b) Form 5500 audit requirements.

Any findings are reported to the Audit Committee and shared with our independent auditors. The same rigor has been applied when reviewing our information technologies systems for compliance and control.

We believe our internal controls, coupled with continued enhancements, oversight and internal audit process testing, provide reasonable assurance that our financial reports and statements are reliable and that they comply with generally accepted accounting principles.

Caryl M. Stern  
PRESIDENT & CEO



Edward G. Lloyd  
CHIEF OPERATING OFFICER  
& CHIEF FINANCIAL OFFICER



# CONSOLIDATED STATEMENT OF ACTIVITIES

## UNICEF USA AND AFFILIATES

### PUBLIC SUPPORT AND REVENUE

	FISCAL YEAR 2018	FISCAL YEAR 2017
<b>Public support</b>		
<b>CONTRIBUTIONS</b>		
Corporate	\$35,685,484	\$25,419,593
Major gifts	43,734,203	31,994,746
Foundations	162,813,951	96,577,850
Non-governmental organizations (NGOs)	96,804,356	71,224,878
Direct marketing	47,975,080	48,375,773
Trick-or-Treat program	1,912,099	2,095,973
Internet	30,086,482	27,144,917
Other	32,371,518	38,879,558
<b>GIFTS-IN-KIND</b>	118,428,510	146,326,697
<b>SPECIAL EVENTS INCOME, NET OF EXPENSES</b>	8,154,054	7,723,103
<b>BEQUESTS AND LEGACIES</b>	14,617,645	10,665,630
<b>Total public support</b>	<b>\$592,583,382</b>	<b>\$506,428,718</b>
<b>Revenue</b>		
GREETING CARDS & OTHER REVENUE	\$2,986,331	\$2,856,411
INVESTMENT RETURN	2,240,488	2,746,448
CHANGE IN VALUE OF SPLIT-INTEREST AGREEMENTS	(159,668)	(104,958)
<b>Total revenue</b>	<b>\$5,067,151</b>	<b>\$5,497,901</b>
<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>	<b>\$597,650,533</b>	<b>\$511,926,619</b>

### EXPENSES

	FISCAL YEAR 2018	PERCENT OF TOTAL EXPENSES	FISCAL YEAR 2017	PERCENT OF TOTAL EXPENSES
<b>Program services</b>				
GRANTS TO UNICEF AND OTHER NGOs	\$490,259,467		\$433,634,612	
PUBLIC INFORMATION, EDUCATION AND PROGRAM SERVICES	20,656,518		17,732,444	
ADVOCACY	2,487,355		1,863,395	
<b>Total program services</b>	<b>\$513,403,340</b>	<b>89%</b>	<b>\$453,230,451</b>	<b>88%</b>
<b>Supporting services</b>				
MANAGEMENT AND GENERAL	18,874,460	3%	15,086,334	3%
FUNDRAISING EXPENSES	45,540,141	8%	44,453,935	9%
<b>Total supporting services</b>	<b>\$64,414,601</b>	<b>11%</b>	<b>\$59,540,269</b>	<b>12%</b>
<b>TOTAL EXPENSES</b>	<b>\$577,817,941</b>	<b>100%</b>	<b>\$512,770,720</b>	<b>100%</b>
Loss on defeasance of bonds	-		\$(850,247)	
Change in net assets	\$19,832,592		\$(1,694,348)	
Net assets at beginning of year	\$123,690,036		\$125,384,384	
Net assets at end of year	\$143,522,628		\$123,690,036	

### NOTE 1

Through the Office of Public Policy and Advocacy in Washington, D.C., UNICEF USA acts as an advocate for the well-being of the world's children. One of the specific functions of the Public Policy Office is to advise both the administration and Congress about the importance of the voluntary contributions made to UNICEF by the U.S. Government. UNICEF USA's efforts in this regard helped to get Congress to direct the U.S. Government to allocate \$132.5 million to UNICEF in 2018. This funding is provided directly to UNICEF and is not reflected as revenue in the Summary of Financial Highlights. However, related expenses are included in total program services.

### NOTE 2

UNICEF USA has total net assets of \$143.5 million that consist of:

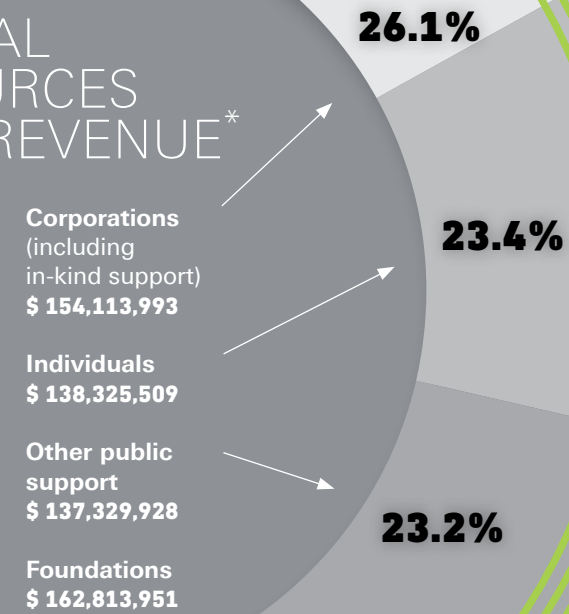
Unrestricted	71,188,041
Temporarily Restricted	68,192,258
Permanently Restricted	4,142,329
<b>Total</b>	<b>\$143,522,628</b>

Unrestricted net assets are used to account for public support that is unrestricted in nature. Temporarily restricted net assets are used to account for contributions that have donor-imposed restrictions that have not been fulfilled either in time or by purpose. Permanently restricted net assets are utilized to account for true endowments, whereby the donor has permitted UNICEF USA to use the income for operations but has prohibited the use of principal. Temporarily restricted net assets will be used to fund various projects such as child survival (including nutrition and health), child protection, emergencies (including the Global Mercury Emergency Fund), education and other programs.

### NOTE 3

This summary was prepared by UNICEF USA from its financial statements, which were audited by KPMG LLP. The complete financial statements, including the related notes and auditor's report, are available upon request or on UNICEF USA's website at [unicefusa.org](http://unicefusa.org).

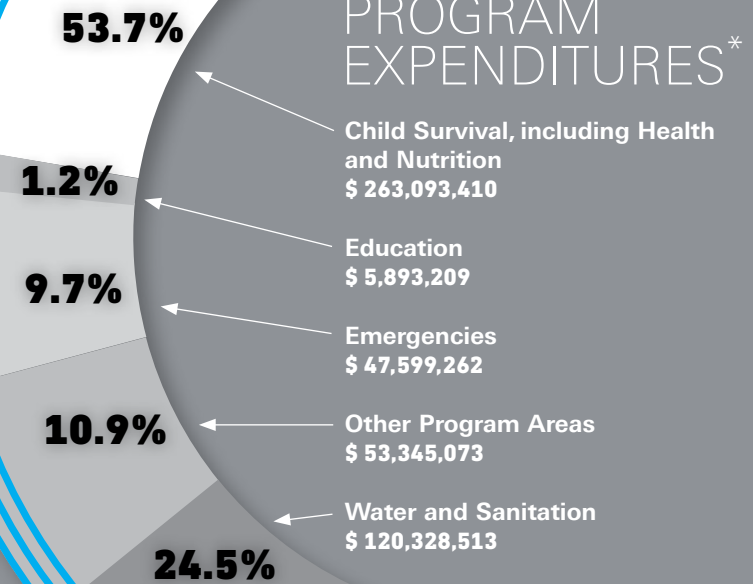
## TOTAL SOURCES OF REVENUE\*



# FY 2018

Summary of UNICEF USA's sources of support and how we distribute our program assistance.

## TOTAL PROGRAM EXPENDITURES\*



\* Percentages may not sum up to 100% due to rounding.

WE THANK THE FOLLOWING GENEROUS PARTNERS THAT GAVE \$1 MILLION OR MORE IN GIFTS OR GIFTS-IN-KIND TO UNICEF USA IN FISCAL YEAR 2018.

**CORPORATIONS**



**ORGANIZATIONAL PARTNERS**



**FOUNDATIONS**

Bill & Melinda Gates Foundation

Clooney Foundation for Justice

Margaret A. Cargill Philanthropies

National Philanthropic Trust

**INDIVIDUALS AND FAMILY FOUNDATIONS**

Anonymous (2)

Education Above All/  
Educate A Child

George Lucas Family Foundation

Purvi and Harsh Padia

Mr. Andrew Smith

WE THANK THE FOLLOWING  
 GENEROUS ORGANIZATIONS  
 AND INDIVIDUALS FOR THEIR  
**SUPPORT OF UNICEF USA**  
 IN FISCAL YEAR 2018

**CORPORATIONS**

*Companies and/or their employees that supported UNICEF USA, including in-kind gifts.*

**GIFTS OF \$1,000,000 AND ABOVE**

American Airlines  
 Carnival Corporation & plc  
 Google  
 Grey Advertising  
 Gucci  
 Johnson & Johnson, Inc.  
 Merck  
 Pier 1 Imports, Inc.  
 Prudential Financial  
 Target Corporation  
 The UPS Foundation  
 The Walt Disney Company

**GIFTS OF \$250,000 AND ABOVE**

ALEX AND ANI  
 Amazon  
 Apple Inc.  
 Applied Medical  
 Facebook  
 Florida Panthers Hockey Club, Ltd.  
 Fondation CHANEL  
 Garnier USA  
 Georgia-Pacific LLC  
 Hallmark Marketing Company  
 Hasbro Children's Foundation  
 IKEA Foundation  
 Jefferies LLC  
 L'Oréal USA - Giorgio Armani Fragrances

Lam Research Foundation  
 Louis Vuitton Americas  
 Microsoft  
 Pfizer Inc.  
 S'well  
 Salesforce.org  
 The Starbucks Foundation

**GIFTS OF \$100,000 AND ABOVE**

Avery Dennison Foundation  
 BD  
 Brooks  
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 The Container Store  
 Global Impact  
 H&M  
 HSN, Inc.  
 KTLA  
 Les Mills International  
 Major League Baseball  
 Norwegian Air  
 The Occasions Group  
 Trimble Foundation  
 UnitedHealth Group Inc.

**DONATION OF SERVICES**

Delta Airlines

**FOUNDATIONS**

**GRANTS OF \$50,000,000 AND ABOVE**

Bill and Melinda Gates Foundation

**GRANTS OF \$1,000,000 AND ABOVE**

Clooney Foundation for Justice  
 Margaret A. Cargill Foundation  
 National Philanthropic Trust

**GRANTS OF \$500,000 AND ABOVE**

New Venture Fund  
 The William and Flora Hewlett Foundation

**GRANTS OF \$100,000 AND ABOVE**

Kirk Humanitarian

**CONTINUED PROGRAM SUPPORT**

Conrad N. Hilton Foundation

**ORGANIZATIONAL PARTNERS**

**GIFTS OF \$50,000,000 AND ABOVE**

Rotary International

**GIFTS OF \$1,000,000 ABOVE**

Kiwanis International / Kiwanis Children's Fund  
 LDS Charities  
 Zonta International

**GIFTS OF \$100,000 AND ABOVE**

Dining for Women  
 Hamdan Bin Mohammed Award  
 for Innovation in Project Management  
 The New York Community Trust  
 Somos Una Voz

**GIFTS OF \$50,000 AND ABOVE**

GlobalGiving  
 UNFCU Foundation  
 United Methodist Church of the Resurrection

**GIFTS OF \$10,000 AND ABOVE**

The American Jewish Joint Distribution Committee  
 Center for Arab American Philanthropy  
 Circle K International  
 The Delta Kappa Gamma Society International  
 Dharma Drum Mountain Buddhist Association Inc.  
 The General Federation Of Women's Clubs  
 Institute for Sport and Social Justice  
 Jeunesse Kids Foundation Inc  
 Leonardo DiCaprio Foundation  
 Muckleshoot Indian Tribe  
 Nonbelief Relief, Inc.  
 North American Bangladeshi Islamic Community

Nour Foundation  
 Somali Health Board  
 TisBest Philanthropy  
 Union Congregational Church  
 United Nations Association – USA,  
 Davis Community, California  
 United Nations Association of Southern Arizona  
 Yin-Shun Foundation

**HUMANITARIAN CIRCLE**

*The Humanitarian Circle recognizes UNICEF USA's most generous individual donors, offering special opportunities to connect with UNICEF's work. For more information, please visit [unicefusa.org/humanitariancircle](http://unicefusa.org/humanitariancircle).*

*\*Special thanks to donors, marked with an asterisk, who have supported UNICEF USA for each of the past five years. We deeply appreciate your loyalty to children in need.*

**UNICEF INTERNATIONAL COUNCIL**

**GIFTS OF \$1,000,000 AND ABOVE**

Anonymous (2)  
 Education Above All / Educate A Child\*  
 George Lucas Family Foundation  
 Purvi and Harsh Padia\*  
 Mr. Andrew Smith

**INNOVATOR**

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 G. Barrie Landry and the Landry Family Foundation\*  
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 Margaret Alkek Foundation  
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Dr. William Prinzmetal  
Debbie and Dave Rader\*  
Vandana Radhakrishnan and Sangeet Pillai  
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Mr. Jeff Rich and Ms. Jan Miller  
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The Rogers Foundation  
Rosse Family Charitable Foundation  
Rubin Family Foundation  
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Mr. Ted Sarandos and Ambassador Nicole Avant  
Milton Schneider  
Mr. and Mrs. Conrad W. Schnyder-Stiftung  
Ed and Mary Schreck\*  
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Shahriar and Nicole Shahida  
Shield-Ayres Foundation  
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Ms. Emma E. Shirock  
The Lester & Sue Smith Foundation  
Mr. and Mrs. John P. Squires\*  
June A. Stack  
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Mr. and Ms. James D. Stanton  
Craig R. and Dorothy W. Stapleton\*  
Stonbely Family Foundation\*  
Dawn E. Stucki  
Judith M. Stucki  
Mrs. Marguerite M. Swartz  
Ping Y. Tai Foundation, Inc.\*  
Roy and Judy Torrance  
Mr. and Mrs. Stephen Trauber  
Ms. Daniella Vitale and Mr. David Biro\*  
The Walbridge Fund, Ltd.  
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Mr. and Mrs. Edward J. Wilson\*  
Mr. Thomas Wylie  
Tyler and Karen Zachem

# GET ACTIVE. SAVE LIVES.



**This year, UNICEF Kid Power achieved a milestone—reaching over 550,000 children in underserved elementary schools in over 1,000 cities and towns across the United States. With the introduction of a video-driven learning experience that teaches empathy and teamwork, Kid Power is on its way to empowering an entire generation of American children. Learn more about how we're connecting kids' everyday activity to real world impact at [unicefkidpower.org](http://unicefkidpower.org)**

*HUMANITARIAN CIRCLE (continued)*

**ADVOCATE**

**GIFTS OF \$10,000 AND ABOVE**

Anonymous (40)  
Dr. Farhad Abar  
Farida Abjani  
Mr. and Mrs. Kenneth Lee Abrams  
Acesse Foundation  
Ms. Beverly J. Adkins  
Ms. Sharon V. Agar and Mr. Richard P. Johnson  
Mr. and Mrs. Ajay Agarwal  
Kaveh and Kate Aghevli  
Mr. Ehsan Alam  
Alchemy Foundation  
Dr. and Mrs. Abdulwahab Aldousany\*  
Mr. Omar Al-Helew  
Al-Khalidi Foundation  
Dr. Rouba Ali-Fehmi  
Mr. J. Lindsey Alley\*  
Susan W. Almy\*  
Najwa Alqattan  
Ms. Shreena Amin  
The Anbinder Family Foundation  
Mr. and Ms. Bruce Anders  
Ms. Seda Arca  
Anita L. Archer\*  
Mr. and Mrs. Timothy Armstrong  
Mr. Warren B. Armstrong  
Michelle and Robert Atchinson  
The Sandra Atlas Bass and Edyth and Sol G. Atlas Fund, Inc.\*  
Hesham Atwa  
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K. R. Awad  
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Charles and Nancy Bagley\*  
Hilton and Butler Ball  
Mary Jan and Paul Bancroft\*  
Ms. Nancy Bard and Mr. Don Baer  
Ms. Jasmine Barr  
Ms. Claudia Barragan\*

The Barrington Foundation, Inc.  
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Mr. Rocco Basile  
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UNICEF NEXT GENERATION



Masquerade Ball

**Yvonne Orji, Danielle E. Simmons and Rachel Wilson share a happy moment at the 5th annual UNICEF Next Generation Masquerade Ball on October 27, 2017 in Los Angeles, California.**



Since its founding, UNICEF USA has raised **\$7.7 billion** in donations and gifts-in-kind for UNICEF's lifesaving work around the world.



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FY18

THANK YOU

Kindness to children.  
Love for children.  
Goodness to children...  
these are the only  
investments that never fail.

Henry David Thoreau

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UNICEF was founded in 1946 to help children in postwar Europe, China and the Middle East. Since then, UNICEF has helped save more children's lives than any other humanitarian organization, and it depends entirely on voluntary contributions.

UNICEF USA was established in 1947, the first of 34 national committees set up globally to support UNICEF and other efforts on behalf of the world's children through fundraising, education and advocacy. Since its inception, UNICEF USA has provided UNICEF and other NGOs with over \$7.7 billion in cash and gifts-in-kind.

UNICEF USA also continues to receive the highest ratings for transparency, accountability and administration from Charity Navigator, and our program expense ratio is 89 percent. This means that, out of every dollar spent, 89 cents goes toward helping children. We spend just 8 cents on fundraising costs, and 3 cents on administration.



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